

Rep Order# 6853125    Ver# 1    Status New    Traffic Order#    Printed: 09/17/2012 2:40 PM    1 of 5

EC'd Yes    Last Received: 09/17/2012 2:09 PM    Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) ROMNEY 4 PRESIDENT  
Product MITT ROMNEY  
Estimate# 210  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS  
138 CONANT STREET  
BEVERLY, MA 02494  
Agency C/P1/P2/E //210  
Flight Dates 09/19/2012 - 09/25/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---  
SC=\*

--- REMARKS ---  
THIS IS A NEW CONTRACT  
TOTAL 103,400  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A	WAVY NEWS	:30	\$1,500.00	09/19-09/21	3	1	3	\$4,500.00	
				Buyline Comment: WAVY NEWS								
	2	M-TU	6A-7A	WAVY NEWS	:30	\$1,500.00	09/24-09/25	2	1	2	\$3,000.00	
				Buyline Comment: WAVY NEWS								
	3	W-F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/19-09/21	3	1	3	\$4,500.00	
				Buyline Comment: TODAY SHOW								
	4	M-TU	7A-9A	TODAY SHOW	:30	\$1,500.00	09/24-09/25	2	1	2	\$3,000.00	
				Buyline Comment: TODAY SHOW								
	5	W-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/19-09/21	3	1	3	\$1,500.00	
				Buyline Comment: TODAY SHOW 2								
	6	M-TU	9A-10A	TODAY SHOW 2	:30	\$500.00	09/24-09/25	2	1	2	\$1,000.00	
				Buyline Comment: TODAY SHOW 2								
	7	M-TU	10A-11A	TODAY SHOW 3	:30	\$400.00	09/24-09/25	2	1	2	\$800.00	
				Buyline Comment: TODAY SHOW 3								
	8	W-F	10A-11A	TODAY SHOW 3	:30	\$400.00	09/19-09/21	3	1	3	\$1,200.00	
				Buyline Comment: TODAY SHOW 3								

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	9	W-F	12P-1P	WAVY NEWS AT NOON Buyline Comment: WAVY NEWS AT NOON	:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
	10	M-TU	12P-1P	WAVY NEWS AT NOON Buyline Comment: WAVY NEWS AT NOON	:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
	11	M-TU	1P-2P	DAYS OF OUR LIVES Buyline Comment: DAYS OF OUR LIVES	:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
	12	W-F	1P-2P	DAYS OF OUR LIVES Buyline Comment: DAYS OF OUR LIVES	:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
	13	M-TU	4P-5P	ANDERSON COOPER Buyline Comment: ANDERSON COOPER	:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
	14	W-F	4P-5P	ANDERSON COOPER Buyline Comment: ANDERSON COOPER	:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
	15	W-F	5P-530P	WAVY NEWS AT 5P Buyline Comment: WAVY NEWS AT 5P	:30	\$1,500.00	09/19-09/21	3	1	3	\$4,500.00	
	16	M-TU	5P-530P	WAVY NEWS AT 5P Buyline Comment: WAVY NEWS AT 5P	:30	\$1,500.00	09/24-09/25	2	1	2	\$3,000.00	
	17	W-F	530P-6P	WAVY NEWS AT 530 Buyline Comment: WAVY NEWS AT 530	:30	\$1,500.00	09/19-09/21	3	1	3	\$4,500.00	
	18	M-TU	530P-6P	WAVY NEWS AT 530 Buyline Comment: WAVY NEWS AT 530	:30	\$1,500.00	09/24-09/25	2	1	2	\$3,000.00	
	19	W-F	6P-630P	WAVY NEWS AT 6 Buyline Comment: WAVY NEWS AT 6	:30	\$1,800.00	09/19-09/21	3	1	3	\$5,400.00	

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	20	M-TU	6P-630P	WAVY NEWS AT 6	:30	\$1,800.00	09/24-09/25	4	1	4	\$7,200.00	
	21	M-TU	630P-7P	NBC NITELY NEWS	:30	\$2,500.00	09/24-09/25	2	1	2	\$5,000.00	
	22	W-TH	630P-7P	NBC NITELY NEWS	:30	\$2,500.00	09/19-09/20	2	1	2	\$5,000.00	
	23	M-TU	7P-730P	ENT TONIGHT 30	:30	\$600.00	09/24-09/25	2	1	2	\$1,200.00	
	24	W-F	7P-730P	ENT TONIGHT 30	:30	\$600.00	09/19-09/21	3	1	3	\$1,800.00	
	25	W-F	730P-8P	INSIDER	:30	\$600.00	09/19-09/21	3	1	3	\$1,800.00	
	26	M-TU	730P-8P	INSIDER	:30	\$600.00	09/24-09/25	2	1	2	\$1,200.00	
	27	M-TU	11P-1130P	WAVY NEWS AT 11	:30	\$1,800.00	09/24-09/25	2	1	2	\$3,600.00	
	28	W-F	11P-1130P	WAVY NEWS AT 11	:30	\$1,800.00	09/19-09/21	3	1	3	\$5,400.00	
	29	W-F	1130P-1230A	TONIGHT SHOW	:30	\$300.00	09/19-09/21	6	1	6	\$1,800.00	
	30	M-TU	1130P-1230A	TONIGHT SHOW	:30	\$300.00	09/24-09/25	4	1	4	\$1,200.00	



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	42	SU	9A-10A	WAVY NEWS	:30	\$500.00	09/23-09/23	2	1	2	\$1,000.00	
				Buyline Comment: WAVY NEWS								
	43	SU	11P-1130P	NEWS	:30	\$1,800.00	09/23-09/23	2	1	2	\$3,600.00	
				Buyline Comment: NEWS								
	44	SU	9A-10A	MEET THE PRESS	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
				Buyline Comment: MEET THE PRESS								

---REPORT TOTALS---

Report Totals: 114 / \$103,400.00

---SALES MONTHLY TOTALS---

Sep 12: 114 / \$103,400.00  
Sales Totals: 114 / \$103,400.00  
Station Totals: 114 / \$103,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$246,190	CATV 0%	WAVY 42%	WGNT 0%	WPXV 0%	WTKR 25%
		WTVZ 0%	WVBT 9%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE